WHAT IS CLAIMED IS:

1.   An interactive multi-media system, comprising:

   a console configured for facilitating an interactive experience via a multi-
        media presentation apparatus, wherein the interactive experience is
5   defined by an information instantiation integrating multiple multi-
        media assets of different instantiation formats and wherein the
        interactive experience requires facilitation of query-response between
        an audience of experience participants and the console; and

   an audience control apparatus coupled to the console and capable of
10   facilitating said query-response functionality.

2.   The interactive multi-media system of claim 1 wherein:

   the console includes an Application Programmer's Interface (API) configured
        for facilitating creation of the information instantiation defining the
        interactive experience.

15   3.   The interactive multi-media platform of claim 2 wherein the API module facilitates
        each one of said multi-media assets being assigned a corresponding type of
        experience content identifier and each one of said multi-media assets being
        associated with a designer-specified experience segment, thereby enabling
        integration of multi-media assets of different instantiation formats into the
20   interaction experience.

4.   The interactive multi-media platform of claim 2 wherein:

   the API module creates an experience segment including a plurality of
        experience segment components,

different instantiation formats; and

the experience segment is structured in accordance with a specification format
specified by an API of the API module.

5.   The interactive multi-media platform of claim 4 wherein the specification format
designates a structure for:

assigning each one of said multi-media assets with a corresponding type of
experience content identifier; and

associating said multi-media assets with a corresponding experience segment,
thereby enabling integration of said multi-media assets into the
interaction experience.

6.   The interactive multi-media platform of claim 1 wherein:

the console includes an Application Programmer's Interface (API) module;

the API module includes a specification format for defining an interactive
experience, wherein the specification format enables multiple multi-
media assets of different instantiation formats to be integrated in the
information instantiation defining the interactive experience.

7.   The interactive multi-media platform of claim 6, further comprising:

a distributed component communication module configured for enabling
communication between the API module and other platform modules.

8.   The interactive multi-media platform of claim 6, further comprising:

a communication interpretation module configured for enabling information
transmitted for reception by an non-integrated system to be translated
into a format that can be interpreted by a non-integrated system.

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interpretation module is configured by the API module and wherein the interactive experience is at least partially dependent upon transmitting said information for reception by the non-integrated system.

5   10.   The interactive multi-media platform of claim 9, further comprising:
            a distributed component communication module coupled to the API module
                  and the communication interpretation module, wherein the distributed
                  component communication module provides enabling communication
                  between the API module and the communication interpretation
10   module.

       11.   The interactive multi-media platform of claim 6, further comprising:
            a network server module accessible configured for providing network
                  connectivity for enabling uploading of information by the said multi-
                  media assets from a remote system and the information instantiation
15   defining the interactive experience.

       12.   The interactive multi-media platform of claim 6, further comprising:
            an audience control processor module configured for enabling communication
                  between a console and an audience control apparatus.

       13.   The interactive multimedia system of claim 1, further comprising:
20   a POS system coupled to the console and configured for providing POS
                  functionality, wherein the console further includes a communication
                  interpretation module configured for enabling information transmitted
                  from the console for reception by the POS system to be translated into
                  a format that can be interpreted by the POS system.

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14. An interactive multi-media platform, comprising:

an Application Programmer's Interface (API) module providing a

specification format for defining an interactive experience, wherein the

specification format enables multiple multi-media assets of different

instantiation formats to be integrated for enabling creation of an

information instantiation defining the interactive experience.

15. The interactive multi-media platform of claim 14, further comprising:

a distributed component communication module configured for enabling

communication between the API module and other platform modules.

16. The interactive multi-media platform of claim 14, further comprising:

a communication interpretation module configured for enabling information

transmitted for reception by an non-integrated system to be translated

into a format that can be interpreted by a non-integrated system.

17. The interactive multi-media platform of claim 16 wherein the communication

interpretation module is configured by the API module and wherein the interactive

experience is at least partially dependent upon transmitting said information for

reception by the non-integrated system.

18. The interactive multi-media platform of claim 17, further comprising:

a distributed component communication module coupled to the API module

and the communication interpretation module, wherein the distributed

component communication module provides enabling communication

between the API module and the communication interpretation

module.

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a network server module accessible configured for providing network

connectivity for enabling uploading of information by the said multi-

media assets from a remote system and the information instantiation

5   defining the interactive experience.

20.   The interactive multi-media platform of claim 14, further comprising:

an audience control processor module configured for enabling communication

between a console and an audience control apparatus.

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21. An interactive multi-media system, comprising:

a display capable of displaying multi-media information;

one or more input central devices capable of enabling one or more users to
interact with the multi-media information; and

characterized by an interactive engine including an Applications
Programmer's Interface (API) having a format interpreter capable of
enabling a programmer to combine multiple multi-media formats for
display on said display.

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22.   A method, comprising:

creating an information instantiation defining an interactive experience

adapted for being facilitated via an interactive multi-media platform,

wherein the information instantiation defines the interactive experience

and integrates multiple multi-media assets of different instantiation

formats; and

facilitating the interactive experience after the information instantiation

defining the interactive experience is created, wherein said

facililitating the interactive experience includes implementing query-

response functionality between an audience of experience participants

and the interactive multi-media platform in accordance with the

information instantiation.

23.   The method of claim 22 wherein:

creating the information instantiation includes accessing an Application

Programmer's Interface (API); and

the API providing a specification format for defining interactive experiences;

the specification format enables said multiple multi-media assets of different

instantiation formats to be integrated in the information instantiation

defining the interactive experience.

24.   The method of claim 23, further comprising:

uploading the said multi-media assets from a remote data processing system

after said creating the information instantiation is complete.

25.   The method of claim 24, further comprising:

uploading the information instantiation defining the interactive experience.

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from a remote data processing system after said creating the information instantiation is complete.

26. The method of claim 22 wherein implementing said query-response functionality includes presenting a query to an audience of experience participants and prompting a query response.

27. The method of claim 26, further comprising:

receiving query responses from at least a portion said experience participants after prompting the query response, wherein at least a portion of said query responses are received from different interactive devices.

28. A method, comprising:

accessing an information instantiation defining an interactive experience,
wherein the information instantiation defines the interactive experience
and integrates multiple multi-media assets of different instantiation
formats;

presenting the interactive experience to an audience of experience participants
via an interactive multi-media platform, wherein presenting the
interactive experience includes presenting a query to an audience of
experience participants and prompting a query response; and

receiving query responses from at least a portion said experience participants
after prompting the query response, wherein at least a portion of said
query responses are received from different interactive devices.

29. A computer readable medium, comprising:

   instructions processable by at least one data processing device; and

   an apparatus from which said instructions are accessible by said at least one data
      processing device;

5   wherein said instructions being adapted for enabling said at least one data
      processing device to facilitate:

         creating an information instantiation defining an interactive
            experience adapted for being facilitated via an interactive
            multi-media platform, wherein the information instantiation
10   defines the interactive experience and integrates multiple
            multi-media assets of different instantiation formats; and
         facilitating the interactive experience after the information
            instantiation defining the interactive experience is created,
            wherein said facililitating the interactive experience
15   includes implementing query-response functionality
            between an audience of experience participants and the
            interactive multi-media platform in accordance with the
            information instantiation.

30. The computer readable medium of claim 29 wherein:

20   creating the information instantiation includes accessing an Application
            Programmer's Interface (API); and
         the API providing a specification format for defining interactive experiences;
         the specification format enables said multiple multi-media assets of different
            instantiation formats to be integrated in the information instantiation
25   defining the interactive experience.

enabling said at least one data processing device to facilitate:

uploading the said multi-media assets from a remote data processing system
after said creating the information instantiation is complete.

5   32.   The computer readable medium of claim 31 said instructions are further adapted for
enabling said at least one data processing device to facilitate:

uploading the information instantiation defining the interactive experience.
from a remote data processing system after said creating the information
instantiation is complete.

10   33.   The computer readable medium of claim 29 wherein implementing said query-
response functionality includes presenting a query to an audience of experience
participants and prompting a query response.

34.   The computer readable medium of claim 33 said instructions are further capable of
enabling said at least one data processing device to facilitate:

15   receiving query responses from at least a portion said experience participants
after prompting the query response, wherein at least a portion of said
query responses are received from different interactive devices.

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35. A computer readable medium, comprising:

    instructions processable by at least one data processing device; and

    an apparatus from which said instructions are accessible by said at least one data processing device;

5   wherein said instructions being adapted for enabling said at least one data processing device to facilitate:

        accessing an information instantiation defining an interactive experience, wherein the information instantiation defines the interactive experience and integrates multiple multi-

10   media assets of different instantiation formats;

        presenting the interactive experience to an audience of experience participants via an interactive multi-media platform, wherein presenting the interactive experience includes presenting a query to an audience of experience participants

15   and prompting a query response; and

        receiving query responses from at least a portion said experience participants after prompting the query response, wherein at least a portion of said query responses are received from different interactive devices.

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36.   An theater seating apparatus, comprising:

an interactive device including a user interface configured for facilitating
query-response functionality in association with an interactive
experience and for facilitating point-of-sale (POS) functionality from a
seat of an experience participant.

37.   The theater seating apparatus of claim 36 wherein the user interface includes
information input portion and information output portion.

38.   The theater seating apparatus of claim 37 wherein:
the information input portion includes a keypad having a plurality of
selectable inputs; and
the information output portion includes illumination devices.

39.   The theater seating apparatus of claim 37 wherein:
a first portion of said selectable inputs are visually identified as corresponding
to respective alpha inputs;
a second portion of said selectable inputs are visually identified as
corresponding to respective numeric inputs; and
a third portion of said selectable inputs are visually identified as
corresponding to respective designated-service requests.

40.   The theater seating apparatus of claim 37 wherein:
a first portion of said selectable inputs are visually identified as being response
keys for responding to a query presented to a device user; and
a second portion of said selectable inputs are visually identified as
corresponding to respective designated service functionalities.

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functionality is one of requesting service from an attendant and placing an order for
a pre-determined concession item.

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42.   The theater seating apparatus of claim 36 wherein the user interface include a
selectable input visually identified as corresponding to a designated service request.

43.   The theater seating apparatus of claim 42 wherein the designated service
functionality is one of requesting service from an attendant and placing an order for
a pre-determined concession item.

44.   The theater seating apparatus of claim 36 wherein the designated service request is
10   one of requesting service from an attendant and placing an order for a pre-
determined concession item.

45.   The theater seating apparatus of claim 36 wherein:
the interactive device includes a port for enabling an ancillary device to be
electrically connected to the interactive device.

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